

other than the requested content to be provided to the client system by the network server;
and

providing by said bridge server said determined additional content or an identifier of
said additional content to said client system.

19. (Four Times Amended) A bridge server comprising:

F2
control logic operative to receive a request for content from a client system targeting
a network server, and to check, based on said received request, whether additional content is
to be provided to the client system, in addition to the requested content to be provided to the
client system by the network server; and

content-adding logic, coupled to the control logic, operative to provide the additional
content or an identifier of said additional content to the client system if the additional content
is to be provided.

29. (Thrice Amended) A client system comprising:

F3
means for transmitting a request that targets a network server ; and

means for re-transmitting the request in a marked up form, upon receiving return
of the request, from a bridge server, in said marked up form marked up by said bridge
server.

30. (Twice Amended) The client system of claim 29, further comprising:

F4
means for transmitting another request for additional content, upon receipt of an
identifier of the additional content from a bridge server provided in response to the first
transmission of the request.

33. (New) In a bridge server, a method comprising:

F5
receiving by said bridge server from a client system a request for content targeting a